

**New England Dairy Promotion Grant
Scoring Rubric**

Directions: Rate each item on a scale of 1 (poor) to 5 (outstanding). Add up the total at the end and input the total into the [evaluation spreadsheet](#) for each applicant. The highest possible score is 50. Download a copy of this and fill it out for each person so you have a record of how you rated them for discussion.

Applicant Name:

Application standards:

1) This project is eligible for funding based on the “what’s allowed” and “what’s not allowed” section of the Request for Proposals.

Yes (5 points)

Not sure (3 points)

No (0 points)

2) This application meets the mission of New England Dairy (to improve public perception of dairy farming and/or increase consumption of dairy products).

1 2 3 4 5

3) The proposed project fits into one of our four project options in the RFP: a) engage with youth 5-24 years old b) engage millennial consumers 25-40 years old c) host on-farm event(s) d) create a food security event/project

1 2 3 4 5

4) The scope of this project is realistic for the timeline provided and will be completed by December 31, 2023.

1 2 3 4 5

5) This project will have a measurable impact on the public’s perception of New England dairy farming.

1 2 3 4 5

6) This project will have a measurable impact on the amount of milk consumed in Grantees’ dairy farming state.

1 2 3 4 5

7) This project will reach a reasonable amount of people relative to the cost of the project.

1 2 3 4 5

8) The applicants have the ability and resources to successfully complete this project and achieve the project's goals.

1 2 3 4 5

General information:

9) The outlined budget is thorough and realistic.

1 2 3 4 5

Overall Strength of Application

10) Based on your review of this farm's application, how confident are you that this project will be completed successfully, and it will deliver on the New England Dairy missions?

1 2 3 4 5

Additional comments

Please add any additional feedback or comments for discussion into the comments section of the spreadsheet.

TOTAL SCORE _____